



# THE OSAP 2026 ANNUAL CONFERENCE

## EDUCATIONAL SESSIONS\*

OPENING KEYNOTE SESSION: WEDNESDAY 2:30 – 4:00 P.M.



### **Shifting Your Culture: Flourishing in a Changing Environment**

Kathy Parry  
CEO  
Corporate Energy Expert, LLC

Association executives are leading in an environment shaped by declining membership, tighter budgets, evolving expectations and ongoing pressure to provide value. These conditions are no longer temporary; how leaders respond to them directly impacts culture, engagement and organizational health.

In this session, participants move through four natural environments – mountains, forests, deserts and water – to explore how systems adapt under very different conditions. Each environment highlights a practical lesson about navigating disruption and how leaders can build buy-in during necessary culture shifts. The focus remains on how adaptation happens and what leaders can do differently as a result.

Participants leave with clear, applicable insights to help them move from survival mode to intentional culture-building. The session equips leaders to guide their teams and volunteer leaders through change with greater clarity, confidence and alignment, positioning the organization to better serve its members in a changing environment.

#### Learning Objectives:

- Reframe disruptions as an opportunity to strengthen association relevance and impact.
- Identify which “environment” best reflects their current organizational culture.
- Apply practical strategies to lead cultural shifts during periods of financial and membership pressure.
- Increase staff and volunteer buy-in when navigating change and constraint.

## CONCURRENT SESSIONS: WEDNESDAY 4:15 – 5:15 P.M.



### **The Collaborative Leader: Redefining Power, Presence and Trust in the Future of Leadership**

Diane Helbig  
President  
Helbig Enterprises

In today's evolving workplace, traditional leadership models often fuel disengagement, turnover and misalignment. "The Collaborative Leader" introduces a fresh approach that redefines power, presence and trust. Through engaging stories and practical strategies, Diane Helbig demonstrates how leaders at every level can foster stronger connections, inspire accountability and create environments where people thrive. Participants will leave with actionable tools to build trust, boost performance and align leadership behaviors with organizational values and skills that are especially critical in hybrid and multi-generational teams. This session blends inspiration with hands-on application, ensuring attendees walk away ready to lead with clarity, empathy and impact.

#### Learning Objectives:

- Identify three core behaviors of collaborative leadership.
- Apply one simple shift to build trust and increase performance.
- Recognize and avoid a common leadership mistake that undermines team success.
- Align leadership style with personal values and workplace realities.



### **Drive Smart: Building AI Guardrails for Association Growth**

Dr. Diana Brandon, CITO  
Chief Information Technology Officer  
Strategic eLearning, a division of Strategic Systems, Inc.

AI adoption is already underway inside associations as staff experiment with tools to streamline communications, reporting, and workflows, but without coordination these efforts can create inconsistent value and unnecessary risk. This interactive workshop helps association leaders move from scattered experimentation to a practical, governed approach to AI adoption using a

DecisionOps framework that connects strategy, process, governance, technology, and people to real organizational decisions. Through a hands-on sample use case, participants will learn how to identify high-value AI opportunities, align policy with staff behavior, apply governance at critical decision points, and improve workflows without overcomplicating technology. Attendees will leave with a clearer understanding of how to implement AI responsibly and a customized 30-day roadmap to launch an AI governance effort within their association.

#### Learning Objectives:

- Identify current AI usage and risks across their organization
- Select one high-value, low-risk workflow to pilot
- Define data sensitivity tiers and governance guardrails
- Establish ownership and accountability for AI-enabled decisions
- Launch a governed pilot and measure results within 30 days

## CONCURRENT SESSIONS: WEDNESDAY 4:15 – 5:15 P.M.



### **Mastering Association Governance: Insights from the Boardroom**

Bryce Barker  
Director of Association Management Services  
Advancing Organizational Excellence (AOE)

This session dives into the art and science of effective association governance, offering practical insights from seasoned association management professionals. Drawing from their extensive experience with small, medium and large boards, the speakers will explore proven strategies to enhance governance practices, foster board member engagement and navigate the unique challenges of different board sizes. Attendees will leave equipped with actionable tools and techniques to strengthen their leadership and drive organizational success.

#### Learning Objectives:

- Understand the key principles of effective governance and how they apply to boards of all sizes.
- Learn strategies to engage and motivate board members for greater collaboration and productivity.
- Gain insights into overcoming common governance challenges and fostering a culture of accountability.
- Explore best practices for aligning board activities with organizational goals and long-term success.

## GENERAL SESSION: THURSDAY 8:30 – 9:45 A.M.



### **Lead without Speaking: The Importance of Nonverbal Communication**

Erick Rheam  
President  
Team Rheam Productions, Inc.

Effective leadership is not defined solely by what is said—but by what is signaled. In this highly engaging keynote, Erick Rheam reveals how nonverbal communication shapes trust, credibility and influence in every interaction. Drawing on research, real-world examples and interactive demonstrations, Rheam breaks down the hidden signals leaders send through posture, movement, facial expression and presence—often without realizing it.

Participants learn why nonverbal communication accounts for the majority of human interaction and how small adjustments can dramatically improve connection, clarity and buy-in. This entertaining and practical session equips attendees with immediately usable tools to strengthen communication, enhance leadership presence and influence outcomes at work and in life—without saying a word.

#### Learning Objectives:

- Understand the two core principles that drive human behavior and nonverbal influence while identifying the three primary body language channels and how they impact communication.
- Apply three practical nonverbal techniques to increase trust and credibility immediately.
- Learn to use intentional body language to improve leadership presence at work and at home.

## CONCURRENT SESSIONS: THURSDAY 10:45 – 11:45 A.M.



### **Maintaining a Solid Association Foundation through Sustainable Governance**

Terrie Huston  
Owner/Principal Consultant  
IGC Solutions

The foundation of any nonprofit association is its governing documentation: its constitution, its bylaws and (where appropriate) its board and employee handbooks. Associations often take great care in creating these documents, but they sometimes fall short in keeping them current, consistent, organized and aligned with the association's mission, vision and values. Regularly maintaining your association's governing documents provides a solid foundation for your mission, provides relevant guidance for your board and mitigates risks for the association, particularly through periods of change or challenge. You will want to have access to your constitution, bylaws and board handbook for this workshop.

#### Learning Objectives:

- Learn about the different types of nonprofit professional association governing documents.
- Discover why regular attention to governing documents is so critical.
- Learn how governing documents impact short and long-term planning.
- Discover the five critical mistakes associations often make in managing their governing documents.
- Learn about the benefits of conducting a full audit of your governing documents.



### **Becoming “Rememorable:” Transforming Average Service into Powerful Storytellers**

Bob Pacanovsky  
Chief Hospitality Officer  
The Black Tie Experience

Why do some organizations effortlessly capture the hearts and minds of their customers, while others struggle to stand out in the crowd? What sets these exceptional organizations apart? In today's competitive landscape, it is no longer enough to simply provide good service. To thrive, organizations must create “rememorable” experiences that leave a lasting impression and transform your organization into a customer-centric powerhouse.

#### Learning Objectives:

- Learn how to better enhance an organizational culture that prioritizes hospitality, service excellence and employee empowerment.
- Understand the importance of ROR (Return on Relationships), measuring the impact of key soft skills that can help create a stronger ROI for organizations, which leads to growth, innovation and revenue.
- Explore how to leverage technology to enhance customer experiences while maintaining the warmth and authenticity of human interaction while discovering how exceptional experiences drive customer loyalty and referrals and create brand ambassadors.

## CONCURRENT SESSIONS: THURSDAY 10:45 – 11:45 A.M.



### **Shifting from Employee Engagement to Well-being to Improve Employee Productivity and Retention**

Tom Daniels, SHRM-SCP, MOD  
Director, Talent Management  
Knight Insurance Group

Employee well-being is more than just a perk – it's a critical driver of engagement, productivity and organizational success. In this session, we will clarify the distinctions between employee engagement, employee wellness and employee well-being, providing a clear understanding of their unique roles in the workplace. Walk away with actionable insights to create a thriving workplace culture where employees feel valued, supported and motivated to perform at their best.

#### Learning Objectives:

- Explore five key elements that shape a successful wellbeing strategy.
- Identify five proven approaches to fostering a healthier, more engaged workforce.
- Learn how to develop a practical implementation plan to make employee wellbeing a core component of your engagement strategy.

## CONCURRENT SESSIONS: THURSDAY 1:15 – 2:15 P.M.



### **The Power of One Percent: Small Habits That Create Extraordinary Results**

Ryan Wickline  
Speaker and Coach  
Through the Fire

Sustained success in today's workplace isn't driven by talent or motivation alone—it's built on habits. In this impactful keynote, professionals are introduced to the H.A.B.I.T.S. Framework: Honesty, Action, Belief, Intentionality, Tenacity and Standards—six principles that drive clarity, ownership, resilience and execution. This presentation challenges individuals and teams to take responsibility for how they show up, operate with purpose and maintain high standards under pressure. Participants leave with practical tools they can apply immediately to improve performance, decision-making and leadership in fast-paced, results-driven environments.

#### Learning Objectives:

- Participants learn why lasting change starts with deciding who they aspire to become.
- Stop reacting to life and start leading with intention, clarity, and discipline.
- Use Wickline's H.A.B.I.T.S. roadmap to better understand how to turn your vision into reality.

## CONCURRENT SESSIONS: THURSDAY 1:15 – 2:15 P.M.



### Ohio Bureau of Worker's Compensation: An Overview

Justin Stoffer  
Technical Resource Consultant  
Ohio Bureau of Workers' Compensation (BWC)

Ohio's Workers' Compensation system requires employers to understand coverage obligations, reportable payroll rules, premium calculations and the distinctions between employees and independent contractors, including special considerations for out-of-state work and potential coverage gaps.

Numerous savings programs and cost-containment strategies will also be outlined—such as group rating, deductible options, transitional work grants, safety rebates and claim-management tools—designed to reduce premium costs and improve workplace safety. Employers are encouraged to leverage available resources, including MCOs, TPAs and BWC staff to manage claims effectively, prevent injuries and optimize long-term financial outcomes.

#### Learning Objectives:

- Understand Ohio BWC coverage requirements, including which employers and individuals must carry workers' compensation insurance.
- Gain awareness of the resources available and how to best utilize them to manage risk and reduce claim costs.
- Identify available cost containment strategies to manage claims and BWC programs available to policyholders to reduce premiums.



### We Cannot Avoid AI Anymore: Navigating Artificial Intelligence with Confidence, Clarity and Calculated Risk

Steve Naughton  
Owner & Founder  
Summit Pines Co.

Artificial intelligence is no longer a distant concept reserved for technology companies. It is actively reshaping how associations operate, how professionals communicate, and how organizations deliver value to their members. For many association executives and staff, AI remains a source of uncertainty, skepticism and legitimate concern. In this session, Steve Naughton from Summit Pines Strategies will cut through the noise with a grounded, practical explanation of what AI actually is, why the fears surrounding it are both valid and manageable and how association professionals can begin leveraging AI tools today.

With both professional and personal applications, this session will explore understanding and using AI without compromising ethics, security or organizational integrity. Drawing from real-world experience in cybersecurity, intelligence operations and organizational leadership, Naughton will walk attendees through a balanced framework for understanding AI's capabilities and limitations, adopting it strategically within their organizations and establishing the risk management practices necessary to do so responsibly. Attendees will leave not only with a clearer picture of the AI landscape but will also leave with actionable steps they can implement immediately.

Learning Objectives:

- Distinguish between common AI misconceptions and operational realities, articulating the genuine capabilities and limitations of current AI tools in a way that supports informed decision-making at the staff and leadership level within their associations.
- Identify practical, low-barrier applications of AI across core association functions. This includes member communications, content development, event planning and administrative efficiency, all while evaluating which use cases align with their organization's mission and capacity.
- Develop a personal and organizational risk management posture for AI adoption, incorporating foundational principles of data privacy, acceptable use policy and ethical oversight to protect member trust and organizational reputation and more.

**CONCURRENT SESSIONS: THURSDAY 2:30 – 3:30 P.M.**



**Listen. Learn. Implement. Reflect.  
Employee Engagement 2.0**

Dr. Tadarelle Lett  
Education Consultant

This session utilizes a learner-centered approach to address employee engagement challenges that disrupt organizational culture and morale. Through collaborative role-playing and interprofessional dialogue, attendees will develop strategies to mitigate emerging threats to engagement. Finally, participants will construct a framework for evaluating the long-term effectiveness of their engagement initiatives.

Learning Objectives:

- Identify and analyze root causes of current employee engagement challenges.
- Develop collaborative solutions to engagement barriers through structured interprofessional dialogue.
- Construct a strategic framework to evaluate the impact and ROI of engagement initiatives.



**ADHD and Me: Maintaining Stakeholder  
Attention Through Influence**

Dan Farkas, MBA  
Professor of Strategic Communication

Melanie J. Farkas  
Vice President of Strategic Growth  
Burgie MediaFusion, LLC

Dan and Melanie Farkas will explain the key reasons why attention spans continue to dwindle. Through this lens, they will explore how the neuroscience of ADHD can be a tool that any communicator can use to reverse the trends of digital distraction without completely removing technology from the equation. Participants will then see how modern trends in influencer relations can help spark understanding and adoption of processes that limit digital distraction and increase meaningful engagement.

Learning Objectives:

- Identify common reasons why the association stakeholders' attention span dwindles while identifying outcomes that help spark further stakeholder engagement.
- Develop in-person and online techniques to keep meetings moving forward productively.
- Measure work in ways that align with association goals and objectives.

## CONCURRENT SESSIONS: THURSDAY 2:30 – 3:30 P.M.



### **The Ethics of Engagement: Navigating Conflicts of Interest in Association Management**

Fran DiDonato  
Attorney – Of Counsel  
Hubay Dougherty

The core of association leadership lies in the "duty of loyalty," a fiduciary principle that requires professionals and board members to act in the best interest of the organization's mission. This session will explore the tension that arises when personal, professional, or financial affiliations overlap with an association's decision-making process. Navigating these conflicts of interest is not just about avoiding "bad" behavior. It is about creating a culture of transparency where disclosure is viewed as a tool for protection rather than a confession of wrongdoing. By creating frameworks and processes to identify and mitigate these overlaps, association managers can safeguard the organization's reputation, ensure equitable governance, and maintain the trust of the membership they serve.

#### Learning Objectives:

- Define fiduciary duty and identify how it applies across leadership roles in associations.
- Understand disclosure best practices and how to implement them as policy.
- Learn to execute mitigation and recusal strategies gracefully and purposefully.

## GENERAL SESSION: THURSDAY 3:45 – 5:00 P.M.



### **Industry Panel on Event Management**

Facilitated by Melinda Huntley  
Executive Director  
Ohio Travel Association

Panelists:  
Emma Melter, Shores & Islands Ohio  
Additional people to be finalized

During this general session, facilitated by the Ohio Travel Association's Melinda Huntley, our panelists will share with conference attendees the best ways they can collaborate with their industry peers to host the event that offers the "most bang for their buck" while also ensuring that all engaged parties are aware of expectations, responsibilities and needs. Too often, there are different expectations from people within an organization that may not be realistic when planning an event. The goal of this discussion is to help everyone get to the same page and stay within the parameters of their budget.

Learning Objectives:

- Establish practices and procedures that ensure each party is aware of expectations, deliverables and budgetary guidelines that lead to the smooth production of an event.
- Form connections with members of the various entities that allow for community engagement, drive attendance and provide attendees with the best experience possible.
- Craft policies and timelines that keep everyone abreast of changes to the agenda, possible “plan Bs and Cs” should a challenge arise and more.

## CONCURRENT SESSIONS: FRIDAY 8:30 – 9:30 A.M.



### **Making People Decisions with a Thin Bench**

Steve Weingarden, PhD, SHRM-SCP  
CEO  
Innovators of Change

Association leaders are smart, committed and experienced. Yet they still find themselves revisiting the same key decisions, renegotiating priorities and carrying unresolved tradeoffs. If leaders are capable and well-intentioned, why do key decisions so often stall or sap energy from associations?

This session explores that question and offers practical explanations grounded in applied decision science and real-world experience. Participants will examine how unclear decision roles, competing criteria and hidden tradeoffs undermine execution; especially when time, staff and resources are limited. The session introduces ways to clarify priorities, structure decisions and improve follow-through across strategy, people, and operations. The emphasis is on clear thinking, practical application and tools leaders can immediately use with their staff or boards.

Learning Objectives:

- Apply a simple decision lens to strategic, people, and operational choices.
- Clarify decision ownership and criteria to reduce rework and second-guessing.
- Practice reframing a real leadership decision using a structured, low-effort approach.



### **Curiosity Over Control: Leading When You Don't Have Enough...**

Ryan Ware  
CEO  
Connective Consulting Group/Connective Coaching

Today, leaders are being asked to do more with less. Less time, fewer people and limited clarity. Under pressure, it is natural to tighten control and wait for certainty. In complex environments, however, those instincts often slow progress, increase resistance, and erode trust. This session reframes curiosity as a practical, human-first leadership tool for navigating uncertainty and constraint. Participants will explore how curiosity improves decision-making, strengthens trust, builds empathy and helps leaders guide learning through unfamiliar change. Rather than focusing on tactics or tools, the session offers a clear leadership mindset and simple practices leaders can apply immediately to create alignment and momentum without additional resources.

Learning Objectives:

- Apply curiosity as a decision-making advantage under constraint while shifting from control to inquiry to strengthen trust and accountability.
- Cultivate learning through unfamiliar change with empathy rather than expertise.
- Sustain momentum amid uncertainty and limited resources.

**CONCURRENT SESSIONS: FRIDAY 8:30 – 9:30 A.M.**



**Organization + Time Management = Self-Care**

Stephanie C. Andrews, MSW, LSW  
Founder and CEO  
Social Black Butterfly Training & Consulting

This session reframes productivity as a form of wellness and positions intentional planning as an essential act of self-preservation. Unlike traditional self-care discussions that emphasize rest or relaxation alone, this session takes a unique viewpoint by redefining self-care as the intentional structuring of their time, energy and priorities. This approach acknowledges the emotional and mental load many carry and empowers them to create systems that support both success and well-being.

Learning Objectives:

- Discover strategies to apply immediately to support both success and well-being.
- Apply structured decision-making and prioritization techniques to align daily tasks with organizational goals and performance outcomes.
- Implement strategic planning habits and time management systems that enhance productivity while supporting organizational effectiveness, and more.



## **The Next Chapter: Rebuilding Purpose, People & Impact After Disruption**

Charmaine Brown  
President & Founder  
Connexions Consulting

Association professionals have carried a lot over the past several years — membership shifts, leadership burnout, and the quiet erosion of pipelines that once developed the next generation of leaders. That work was real. And it took everything. But endurance is not a strategy. The associations that will define the next decade are not simply the ones that survive — they are the ones willing to lead through disruption with clarity, purpose and conviction.

In this closing keynote, strategist and organizational consultant Charmaine Brown challenges association leaders to move beyond survival posture and into the work that actually matters: reconnecting members to purpose, rebuilding leadership pipelines and positioning their associations for relevance in a rapidly evolving landscape. Drawing on nearly 30 years of organizational strategy and leadership development, Brown delivers a practical framework — and a charge — for leaders who are ready to stop managing the past and start writing the next chapter.

### Learning Objectives:

- Articulate a purpose-driven value proposition that moves beyond programming to identify the deeper reasons members invest their time, money and energy in your association — and clearly communicating that value.
- Identify critical leadership shifts. Recognize the four key shifts that separate associations managing their past from those actively building their future — and determine where your organization stands today.
- Apply a diagnostic framework by using a structured set of questions to assess gaps in member value, leadership accountability and next-generation relevance within your own organization all while committing to a personal leadership action approach.

**Thank you for attending & supporting Ohio's nonprofit community!**



*\* Schedule subject to change. Check the website or app for the most current schedule.*

*Sessions are under review by ASAE for CAE credit approval.*